newport


tomorrow

goals for the city of newport beach

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REF
352
NEWPORT
“Only when the citizens of a community have participated in the process of goal formulation and planning can they be expected to support the programs necessary to implement the goals and objectives.”

John F. Kennedy
city council

Mrs. Doreen Marshall - Mayor
Lindsley Parsons - Mayor Pro Tem
Paul J. Gruber
E. F. Hirth
Donald McInnis
Howard Rogers
Robert Shelton

city manager

Harvey L. Hurlburt

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John S. Watson – 1st Vice Chairman
Curt Dosh – 2nd Vice Chairman
Don Adkinson – Secretary
George W. Brown
Gordon Glass
William B. Martin

planning director

Laurence Wilson

planning consultant

Ernest Mayer, Jr.
August 8, 1969

Honorable Mayor and City Council
City Hall − 3300 Newport Boulevard
Newport Beach, California 92660

SUBJECT: "Newport Tomorrow Goals"

The Newport Tomorrow goals organization is honored to present to your honorable body, in with your charge of October 1968, a report containing proposed city planning goals for the City of Newport Beach. This report represents approximately 50,000 man-hours of work on the part of 84 dedicated citizens who have tirelessly worked on the Newport Tomorrow goals project for the past 10 months.

It is understood and expected that the City Council will want to carefully review this report with the assistance of the City Planning Commission. Clarification and interpretations may be required. Toward that end members of the Newport Tomorrow Steering Committee stand ready to offer their continued counsel and assistance.

The Newport Tomorrow organization wishes to commend the City Council for its completely objective and unselfish support of the Newport Tomorrow project. The goals this citizens study group has arrived at should provide an excellent comprehensive foundation for future planning related decisions as well as the preparation of a new general plan for Newport Beach.

Toward that end the Newport Tomorrow organization wishes to make five recommendations:

1. Review, refine as necessary, and adopt the proposed goals as directional planning policy for the city.
2. Establish programs to implement the adopted goals.
3. Publish in summary brochure form the results of Newport Tomorrow city planning goals project and make such brochure available to all Newport Beach citizens.
4. Authorize the preparation of a comprehensive general plan for the city to be undertaken as quickly as possible after adoption of the goals proposals.
5. Consider the appointment of a committee of selected participants on the Newport Tomorrow goals project to serve as a Citizen's Advisory Council to provide liaison between the community, the Planning Commission and the City Council during the development of the general plan.

The members of the Newport Tomorrow organization are pleased to have been of service to the city.

Very truly yours,
Newport Tomorrow Members

by ...................................................
John Macnab, President
the project steering committee

John Macnab ....................................................... Steering Committee Chairman
Milan Dostal .................................................... Residential Study Group Chairman
Dorothy Hardcastle ............................................. Commercial Study Group Chairman
William Clark ................................................... Industrial Study Group Chairman
Donald Simpson ............................................... Harbor Study Group Chairman
David Tingler .................................................... Public Facilities Study Group Chairman
Peter Vogel ........................................................ Townscape Study Group Chairman
Dan Gilliland ..................................................... Transportation Study Group Chairman
Robert Shelton .................................................. City Council Representative
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David W. Curtis ................................................... Planning Commission Representative
Harvey L. Hurlburt ............................................... Administrative Support
Laurence Wilson ................................................ Administrative Support
Ernest Mayer, Jr. ................................................ Planning Consultant
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summary

In its analysis and determination of definitive goals and objectives for the future development of the City of Newport Beach, each of the various study groups recognized that, whereas growth is inevitable, its primary goal was to seek ways to preserve and enhance the City’s unique image and identity in the face of increasing growth pressures.

The individual goals statements of the seven study groups can be summarized as follows:

residential

To preserve the high quality residential environment, it is essential that a General Plan be developed which will designate:

1. Sub-community and density requirements for residential patterning;
2. Open space and view development protection;
3. Quality standards of construction;
4. Community revitalization priorities;
5. Requirements relating to the control of environmental pollution; and,
6. Future annexation plans.

industrial

The industrial climate of Newport Beach is characterized by two key factors:

1. The economics of land values and the City’s high development standards tend to limit industrial tenants to technically oriented research concerns; and
2. substantial industrial development is not necessarily a requirement for a favorable city-wide tax base. In light of this, it is recommended that: 1. There be no expansion of industry outside of the currently established zones that permit such uses in all areas of the City; and, 2. Every attempt should be made to discourage petroleum production in this area.

commercial

In order to ensure the vitality of the commercial environment, it is important that:

1. Commercial and office space requirements be correlated with such parameters as consumer expenditure patterns, population and market demands;
2. Revitalization of lagging or marginal commercial districts be encouraged through improved parking and access, conservation and upgrading of appearance, and where necessary, partial or total use conversion;
3. The development of resort hotel/motel and entertainment facilities be encouraged in certain areas of the City to attract destination tourists rather than transient tourists; and,
4. Building bulk, height and parking standards which recognize unique circumstances or environmental character of an area be adopted to induce variety and viability in commercial areas.

harbor

Since the harbor is one of the City’s most desirable assets, its unique quality should be preserved. To accomplish this, the following should be undertaken:

1. A comprehensive plan should be prepared and adopted to serve as a guide for the development and use of the harbor and bay areas;
2. Publicly owned waterfront property should be retained in public ownership and additional waterfront property should be acquired to promote the harbor related environment of the community; and,
3. Water quality standards should be established in order to control pollution of the harbor and bay areas.
public facilities

Recognizing the pressures of population growth and the increasing amount of leisure time among citizens, it is recommended that:

1. A master plan of public beaches be prepared wherein the basic principle is the preservation of the coastline and beaches as much as possible in their natural state; 2. A multi-purpose cultural center be developed as a regional nucleus furthering the visual and performing arts. The most desirable location for such a cultural center would be in conjunction with the new proposed civic center; and, 3. Future library planning be guided by the concept of libraries as community information, cultural and recreational centers.

townscape

In order to retain and enhance the character and visual appearance of the City, the following is proposed:

1. Existing open spaces, green belts and view areas should be retained and new ones provided, particularly ones oriented toward water vistas; 2. Controls against offenses to sight, sound and smell should be established such as reasonable limitations on the size, height and illumination of signs, decibel limits to the sounds of commerce and living, and burners for noxious odors; 3. Educational programs should be established in schools to instill habits of litter control; and, 4. Design criteria should be adopted for future civic buildings, freeway construction and cultural facilities.

transportation

The most critical transportation problem faced by the City involves the movement and storage of automobiles. To solve this problem, no more public beach areas should be devoted to automobile parking. Instead, consideration should be given to the construction of large parking facilities away from the recreation areas and near major highways along with the provision of an efficient means for transporting people to the recreation areas. It is also proposed that:

1. Inter-city street continuity be established particularly in cooperation with the City of Costa Mesa; 2. Operating standards be adopted which relate traffic speeds to class of street; and, 3. Commercial jet traffic be eliminated from Orange County Airport and maximum noise levels be established for operations at the airport.
prologue

What kind of a place is Newport Beach? Is it moving forward as a community? What are its opportunities for the future? Can its destiny be influenced for the better?

In 1968, the City Council and City Planning Commission asked itself these and other similar planning related questions and found that no one had any really specific or concrete answers.

But answers had to be found for Newport Beach was at a crossroads standing on the threshold of a projected growth that would see its 43,000 population soar to 118,000 by 1985.

Looking to the people for advice and guidance the City Council organized the Newport Tomorrow Goals Project. Better than 80 of the community's leaders were selected by nomination by civic organizations and homeowner's associations to form a study group task force. Its charge, to evaluate where Newport Beach stands today, to take a good hard look into the future and its options and to recommend comprehensive city planning goals that would serve the City Council and Planning Commission in guiding the city to an outstanding future.

To begin with the 80 member plus task force was divided into an executive steering committee and seven study groups, each with its own study topic assignments. The assignments involved the study of the residential, commercial, industrial, harbor, public facilities, townscape and transportation character of the city. Each study group was given a great deal of latitude in the formulation of its study program.

In order to arrive at the goals proposed in this report, a lengthy study procedure was instituted. As the first step, each of the seven study groups had to establish its perimeter of concern with reference to its particular area of study. Step two involved a process of self education whereby each study group broadened its knowledge regarding its study topic. Next, consideration was given to what choices appeared to exist within the perimeter of concern of each study group, or to phrase it another way, what might be its potential goals. To determine what value might be placed on the potential goals, several further steps were taken. A thorough survey of all written or unwritten goals already enjoying official recognition or sanction was made. Further, a comprehensive public attitude survey was undertaken to determine what opinions Newport Beach citizens had regarding the future of their city. In addition, each study group called upon experts to provide technical information and guidance. Finally, the study groups involved themselves in a process of cross pollination of information and ideas.

The Goals statements were then constructed with great care being taken to insure that they were neither too general nor too precise to be of operational value. The Goals statements represent in all cases the majority viewpoint and final conclusions of the individual study groups. It should be noted that the findings of each study group have been presented exactly as written in order to avoid any chance of altering the very carefully chosen words and phrases through editorial misinterpretation. In some limited instances, a stated goal of one study group may even partially conflict with the goal of another study group. This is to be expected when proposals for the future development of a community are made by different study groups having different areas of concern. In such cases, the City Council and Planning Commission will have to render the final determination.

The goals proposed in this report will establish the direction by which the City of Newport Beach can chart its future.
residential goals

introduction

Newport Beach has progressed from the typical, small vacation-tourist beach community to a highly desirable community of permanent residents. This transformation is continuing and should be encouraged as the prime goal in city planning.

It is essential that the City develop and implement a carefully drawn General Plan which will designate:

1. Sub-community and density requirements for residential patterning;
2. Open space and view development and protection;
3. Quality standards of construction;
4. Community revitalization priorities;
5. The requirements relating to the control of environmental pollution; and
6. Future annexation plans.

Land use limitations should encourage the expansion of single family residences, but maintain as much diversity as possible. Specialized housing, such as high-rise, and special age group housing developments should be restricted to the extent that they do not jeopardize the prime concept of a high quality residential community. Great care in land use planning should be given to the density of population. The highly desirable, natural physical attributes of our City will increasingly encourage higher density to maximize real estate value. Land use controls and open space developments must be designed to control these natural economic pressures.

Geographic configuration and real estate development have created village-like sub-communities in the Newport area. These sub-communities maintain a high level of civic pride and communication. They should, therefore, be encouraged. Private communities with private facilities are also desirable and should be encouraged, providing that the facilities will be maintained adequately.

Public planning should provide sufficient diversity in land use to allow residents to maintain close proximity to schools, recreation areas, churches, and neighborhood shopping centers.

An up-dating of our community should be emphasized through a revitalization of deteriorating areas. High standards should be required for remodeling and new construction.

All possible efforts should be made to control environmental pollution.

I. land use limitation

The primary goal of the Residential Study Group is the creation and maintenance of an outstanding residential community. In view of this goal, population density should be maintained at its existing levels in each sub-community.

Limitations on the use of land, as spelled out in the zoning and other regulatory ordinances, are the most critical tools in developing the characteristics in our city. Great care should, therefore, be exercised by the Planning Commission, administrative staff and City Council in setting land use limitations and administering these limitations within the framework of a City General Plan.

II. village-like structure of residential patterning

It is desirable to retain and encourage the "village concept" with sub-communities having their own individual identities and characteristics. These sub-communities may be developed on a "public" basis as exemplified by Balboa Island and Corona del Mar, or on the "private" basis such as Bayshores and Lido Sands.

If a "private" sub-community is formed, private facilities and services such as streets, recreational areas, parks and their maintenance should be encouraged, provided that there are sufficient legal requirements to insure adequate and perpetual care.

Newport Beach should encourage orderly development of land use so that schools, recreation areas, churches and neighborhood commercial and shopping areas are available in close proximity to residential areas.
III. open space

Open spaces, such as beaches, parks and vistas of our naturally beautiful environment, should be provided for and their development encouraged. View protection is justified by its aesthetic desirability which enhances the prestige of the community and its economic value.

Natural geographic characteristics should be emphasized and natural contour construction should be encouraged wherever possible.

Grouping of houses with common open spaces as well as the conventional “one house to one lot” design configuration are to be encouraged.

V. environmental pollution

Pollution of our water, air and views, coupled with the noise of our environment, are becoming problems in Newport Beach.

Every effort should be exerted by those in positions of responsibility to reduce pollution to the lowest reasonable level. Officials should work in close coordination with other governmental bodies and private interests to obtain the maximum cooperation in reducing pollution.

Special consideration should be given to undergrounding all utilities as soon as possible.

VI. residential annexation

The City should develop a General Plan of Annexation which provides for a logical development of City facilities and services. In preparing the plan, the following should be considered:

1. Will the proposed area have a long-term socio-cultural advantage to the existing community?
2. Will the proposed area be a long-term economic liability to the then existing community?
3. Is the geographic configuration compatible with the then existing geographic boundaries of the community?
4. Is the proposed area water oriented or otherwise consistent with the basic characteristics of the then existing community?
commercial goals

Introduction

The unparalleled setting of Newport Beach offers distinct advantages to those in the city engaged in commerce. It is a magnet to investors, businessmen, tourists and consumers. The Commercial Goals Committee of Newport Tomorrow believes the unique character and identity of Newport Beach must be preserved in order to sustain the economic viability of the community.

Desirable Distribution of Commercial Areas

The city should consider having market and financial feasibility studies performed to help determine potential support for and the location of commercial development in the community. Although some retail and service establishments can be satisfactorily accommodated and supported along highways, most retail outlets should be restricted to integrated shopping centers; the clustering of other commercial uses should be encouraged to the extent practicable to minimize a dilution of sales, strip development, traffic congestion and undesirable intrusion into adjacent residential neighborhoods. Special care must be taken to guard against a deleterious oversupply of any commercial use occurring in the city.

Specific Application

Commercial and office space requirements should be correlated with such parameters as consumer expenditure patterns, population and market demands; a balanced distribution of retail commercial areas should be provided to afford convenience goods outlets in each neighborhood and shoppers goods within easy access to all areas of the community.

Commercial Beautification

The City should adopt and apply to all commercial development suitable and reasonable landscaping, undergrounding, sign control and building design standards to insure that all commercial developments are compatible with surrounding land uses. The aim should be to preserve and enhance the character of the community, stabilize property values, give security to investments and maintain local integrity. Account should be made of the different districts comprising Newport Beach so that the conditions imposed are suitable for the area under consideration and the project in particular. The application of thematic design criteria to particular locations so as to achieve special architectural effects should also be given serious attention.

Specific Application

A municipal design review board should be created and charged with the responsibility of integrating the various aspects of site and building design, in addition to unifying the developments, with surrounding projects.

Revitalization of Lagging Commercial Areas

The City should encourage and actively support the revitalization of lagging commercial districts of import that have been adversely affected by newer commercial developments. Whenever substantial investments are imperiled by conditions of blight and property value depreciation, remedial efforts should be undertaken to infuse economic viability into the area. Due consideration should be given to generating enlarged trade area support, enriching the area with a major traffic generator, improving off-street parking and access, catalyzing partial or total use conversion, upgrading and renovating the appearance of the area, and making the area more attractive to shoppers and entrepreneurs. When the private sector is either unwilling or incapable of revitalizing a blighted area or preserving a unique historical commercial operation, the City should consider using its condemnation authority.

Specific Applications

It is conceivable that the existing marginal commercial uses in West Newport can be upgraded as the adjacent undeveloped properties are developed with such uses as quality marina-home developments. The completion of the Pacific Coast Freeway will likewise generate a cycle of growth in the West Newport area, in the interim, through the elimination of noxious odors in the area and by rezoning properties so as to encourage concentrated commercial developments to occur in strategic areas, new revitalization might be induced. In the McFadden-Lafayette area (commonly known as Old Newport), revitalization could be induced by improving access and circulation in the area, by enlarging off-street parking capacity through the use of incentive zoning, by upgrading landscaping and by attempting to encourage an attractive new investment such as a Ghiradelli Square specialty shopping center and apartment-hotel complexes overlooking the bay or ocean.

The future of the Balboa area is dependent upon the circulation of traffic. To preclude an oversaturation of commercial development in the Balboa Business District, the City should consider rezoning undeveloped commercial properties to residential uses.

The Pacific Coast Freeway and Corona del Mar Freeway will be of significant impact on the rejuvenation of commercial properties in the Corona del Mar area. In the interim, rezoning property to increase the density of consumers in the local area will enlarge market support for existing stores.
enlightened building bulk, height and parking standards

Rather than have bulk, height and parking standards that apply indiscriminately and uniformly to all commercial developments, unique circumstances should be recognized and incorporated into different zone classifications, including special areas. If, at a particular location, vertical height is preferred over horizontal expansion, or vice versa, for view and environmental character purposes, a bonus system should be designed to induce a developer to find mutual benefit in the proposal. The bonus could come in the form of an increase in gross allowable floor area (vertically or laterally) or the right to substitute secured parking at an adjacent location for onsite requirements. Incentive zoning concepts should be framed so as to induce variation, interest, scale and amenity in the building pattern. In special areas, or under certain circumstances, the City should attempt to accommodate commercial enterprises by accepting in-lieu payments to go toward the expense of operating an adjacent strategically located parking lot, or shared parking arrangements, instead of compelling businesses to supply required parking entirely on site.

SPECIFIC APPLICATIONS
To insure the viability of the Balboa Island Business Community, improved parking facilities should be provided. Municipal parking districts should be formed and traffic routed away from Marine Avenue and diverted westerly to newly created municipal parking areas. A transit system then should be initiated to carry shoppers from the parking area to their destination point. This would enable Marine Avenue to be converted to a pedestrian mall. The commercial parking problem also can be improved in other areas through utilization of surplus lands remaining as a result of the development of the freeway system.

expansion of tourist facilities

Overnight or destination tourists, as opposed to day visitors who merely use recreational facilities, contribute significantly to the economic growth and stability of a community. To attract destination tourists, the city should encourage investments such as resort hotels and entertainment facilities near the harbor and the ocean. A multi-purpose building complex capable of quartering a convention center, cultural theatre, exhibition hall, civic auditorium and sports arena also should be considered as a way to strengthen demand for commercial lodging and support facilities. Linkages should be forged with significant commercial recreation attractions elsewhere in the region through local hotels and convenient transportation systems. The city should assume an aggressive posture, since as a basic industry tourism has the capability of producing high municipal revenues and low service costs.

SPECIFIC APPLICATIONS
The development of marine oriented facilities along the area now known as Mariner's Mile should be encouraged. This would make good use of the property between the proposed freeway route and the highway in a desirable and profitable manner and compliment the increasing number of restaurants that are now being developed in the area. On Upper Newport Bay, in the Newport Center area, and along undeveloped portions of the Pacific Coast are other strategic areas suitable for commercial-recreation development that could substantially enhance the more positive aspects of tourism.

city limits

In view of the fact that no single study group was given the responsibility of defining the criteria for the future boundaries of the City of Newport Beach, the Commercial Goals Committee would like to suggest for consideration by the Steering Committee that some consideration be given to the desirability of preserving the unique character and commercial identity of Newport Beach, with the City Limits being restricted to territory having a direct or indirect physical relationship to Newport Bay and the Pacific Ocean, exclusive of industrial properties.
industrial goals

I. introduction

Since the initial meeting of this Study Group, the Industrial Goals Committee has examined a number of important issues relative to the industrial climate in the Harbor area and the importance of industrial resources to the local economy and tax base of public agencies. The Newport Tomorrow initial report suggested significant community values attributable to industry within a city:

The vitality of Newport Beach's industrial development is clearly related to the basic goal of maintaining a reasonable degree of economic growth. Healthy economic growth resulting from industrial development increases the amenities of our urban community. Industry provides a wide range of employment opportunities for our residents, and the taxes industry pays help maintain the fine educational system and municipal services in which we all share.

On closer inspection of the issues, however, the Committee found the City of Newport Beach to be unique to most other cities in many respects. The traditional community desire for additional industries was found to be lacking. Most importantly, the economics of land values and high standards of land development appear to limit prospective industrial tenants to technically-oriented research concerns.

The Committee also determined that a substantial industrial tax base is not necessarily a requirement for a favorable local tax picture since the high quality of residential properties and commercial growth gives public agencies a relatively good ratio of tax proceeds in relation to other communities. A prime question is the desirability of additional industrial facilities. This is certainly not necessary to bring more people to the area. The key issue is rather one of competing community values - improving the local economic picture without jeopardizing the environmental quality of the area.

II. issues and conclusions

To focus on this problem more clearly, the Committee posed a series of questions that were felt to be typical of the kinds of issues facing Newport Beach and this study group.

A. Does the City of Newport Beach wish to encourage additional industry to develop within the present City limits including the unincorporated area in West Newport?

Conclusion: It is the view of this Committee that the exceptionally high land values and the resultant nature of the residential population limit prospective industrial uses due to labor factors, to high quality technically-oriented research facilities. It is, therefore, recommended that there be no expansion of industry outside of the currently established zones that permit such uses in all areas of the City, including West Newport. The Committee further recommends that the City of Newport Beach should encourage owners and tenants of existing industrial properties within these zones to maintain those areas that are compatible with today's development standards and to upgrade those areas which are substandard. It is also recommended that the so-called Lockheed property remain as a planned industrial area.

B. Should the City of Newport Beach permit oil development if this development will produce revenue for the City?

Conclusion: Although oil extraction on the County islands in the West Newport area will continue for some time, consistent with the community attitude of Newport Beach toward environmental pollution, the City of Newport Beach should not only continue to disallow oil production within the City limits as required by the Charter, but should make every attempt to discourage petroleum production in the immediate vicinity.

C. Should the City of Newport Beach annex contiguous unincorporated improved industrial land?

Conclusion: The Committee believes that the controlling factor in evaluating the feasibility of industrial annexations should be the net income potential after public services are provided represented by the annexation in question. If the proposed annexation is economically feasible by a substantial margin and meets established development standards of the City of Newport Beach, it should be encouraged.

The Committee recognizes, however, that the majority of property tax proceeds are committed to the support of local education and that the return to the City as a corporate entity is rather minimal in terms of the total property tax dollar. The Committee, therefore, recommends that in the event such lands can be annexed to the City of Newport Beach and the Newport-Mesa Unified School District, they should be annexed in any event.
D. What would be the highest and best use for land within the zone of influence of the Orange County Airport that is within the City of Newport Beach, as well as that land which conceivably will be within the City limits?

**Conclusion:**
If air traffic at Orange County Airport increases noise levels and other environmental pollutions beyond tolerable limits for residential uses, all land northerly of Mesa Drive within the take-off pattern should seriously be considered for rezoning to exclusively industrial uses. It appears that industrial warehousing and related storage facilities, and parks, golf courses and other low-density recreational uses may be most compatible for this kind of zone. In view of the unique problems of this particular vicinity, the City of Newport Beach should support legislation establishing more equitable or practical development requirements peculiar to these uses for the specific area in question.

E. What is the most appropriate land use scheme for industrial facilities?

**Conclusion:**
Spot zoning for industrial land uses is highly undesirable and should be discouraged. The Committee further recommends that there should be adequate amounts of land within an industrial zone to provide a suitable buffer to protect other adjacent land uses. The industrial park concept is the preferred land use.

F. Should all industries be encouraged or light manufacturing only?

**Conclusion:**
As previously noted, the Committee has found that economic factors limit industries to certain tenants — namely, technically-oriented research facilities. However, any industry which meets the City's standards as to parking, site improvement, emissions and related factors, and which does not pose an unreasonable burden on the local street system due to vehicular traffic generated by employees, should be encouraged to locate in Newport Beach.

G. Should the City of Newport Beach join the other public entities to seek relocation of the Orange County Airport?

**Conclusion:**
The Industrial Goals Committee supports the efforts of the City of Newport Beach to seek relocation of the Orange County Airport. The Committee further recommends that this facility be utilized as a so-called "metroport" and that the City Council should seek to oppose any further expansion of the airport.

III. annexation policy

The Committee realizes that the development of recommended statements on the question of municipal annexation policy cannot be considered the responsibility of any one Committee. However, this study group recommends that all future residential annexations be immediately discontinued in order that the City maintain the existing harbor orientation and economic balance.
harbor goals

general statement

Our greatest pride in this community is Newport Harbor. It unites the segments of our City. The citizens feel it is their harbor, their waterway, their natural resource.

It is obvious that with a harbor and bay area which is static, and a City population rapidly growing, the City of Newport Beach alone will place demands on the harbor far in excess of its capacity.

Sailing areas, boat mooring and water-oriented recreational uses desired by local citizens, let alone those from surrounding areas, can never be totally satisfied by a harbor the size of Newport’s.

Above all else, future uses of the harbor and its shorelines should be guided by the principle that the environment of our community continue to be influenced and enhanced and the unique quality of the harbor preserved.

goal I

Prepare and adopt a comprehensive plan to guide development and use of the shoreline and water areas for both Upper and Lower Newport Bay. The plan should specifically provide for the following:

(a) Maintenance of the present ratio of boat storage areas to open water areas in the Lower Bay.
(b) Maintenance of public launching ramps and adequate support facilities.
(c) Acquisition and development for public use of the strip of land between Back Bay Drive and the tidelands, extending from the Salt Works southerly to the Dunes.
(d) Preservation of a portion of Upper Newport Bay in its natural state as a wildlife sanctuary.
(e) Public beaches and parks along the Upper Bay shoreline connected by bicycle and hiking trails.
(f) Setting aside of areas for unobstructed views of the harbor and waterways to provide “windows to the Bay.”
goal II

Protect the public's interest in publicly-owned waterfront property, and seek to acquire additional waterfront property that will contribute to a harbor related environment for the entire community. In this regard, the City government should be guided by the following principles:

(a) Publicly-owned waterfront property now devoted to public use should be maintained in public use and should not be leased for private development.
(b) Existing leases of public waterfront property should not be renewed or extended without first giving studied consideration to the use of that property for broader public use. Financial return to the City should not be disregarded in considering renewal of leases, but the primary consideration should be the protection and enhancement of a harbor related environment for the entire community.
(c) If publicly-owned waterfront property is sold, revenues derived therefrom should be reserved for acquisition of other waterfront property.

goal III

Control the environmental pollution by establishing a water quality standard that will preserve the ecology of the waters of the bays. The first step toward this goal should be a study that would include the following:

(a) Identification of sources of bacteriological, chemical and oil pollutions, excess nutrients, debris and waste discharges.
(b) Determination of causes of dissolved oxygen depletion.
(c) Recommendations of controls that will insure the desired water quality standard in the harbor and the bays.

goal IV

Areas should be annexed to the City only if they will be united with the existing City through their orientation to the harbor or ocean.
public facilities goals

Population increases are bringing and will continue to bring greater pressure at County, State, and Federal levels to increase the usability of regional public recreational areas; and this fact has special implications as far as beaches are concerned. It is recognized that the City has the responsibility of preserving the environmental character and quality of the Newport Beach community as a whole as they may be affected by the use of beaches on an intensive regional basis.

Therefore, it is important that the City take the initiative in planning for increased usability of the beaches so that this responsibility will not be assumed by agencies less concerned with the overall effect of beach use on the Newport Beach community.

A master plan of public beaches should be prepared to implement this goal, and the possibility of financial aid from other agencies should be explored.

In developing the master plan, the following policy guidelines should be recognized:

1. Preserve the ocean beaches, waters, surf action, and coast line in their natural state. Proposals for the construction of anti-erosion structures, off-shore breakwaters, or marinas should be examined primarily in the light of this principle.

2. Adequate restroom and parking facilities should be provided for persons using the ocean beaches, and these facilities should be surrounded with an extensive landscape buffer area to provide visual and noise insulation for adjoining residential and other private properties. Investigation should be made of possible large off-site parking areas and related beach transportation facilities as an economical alternative for maximizing beach use and minimizing traffic congestion.

3. Insure public access to the oceanside beaches for the land between Corona del Mar and the proposed city limits at Crystal Cove.

public ocean beaches

With the time devoted to work decreasing in our society and time for recreation increasing, the concept of a cultural center for Newport Beach assumes ever greater importance. The essential first step, a commitment of land for the center, has been urged by previous citizen groups. The City has recently acted to reserve a site intended for both governmental and community purposes. A portion is available for housing the arts, provided action is taken promptly. Community groups whose plans and programs relate to a future cultural center should move rapidly to take advantage of this unusual opportunity.

Plans for establishing such a center should emphasize multi-purpose space, and uses rather than structures; and the plans broadened so that the Newport Beach cultural center may become a regional nucleus furthering the kinds of art expression, both visual and performing of special local interest. Newport Beach, in turn, should cooperate with other nearby communities...i.e., UCI, Costa Mesa, Laguna Beach, Santa Ana...to develop additional artistic forms and interests.

In order to attract a widely based audience and sufficient capital, joint use and funding of such a regional cultural center by educational, governmental, and private agencies should be encouraged. Due to the inherent role of a library in a cultural center, the facilities should be jointly planned.

libraries

The tremendously accelerating evolution taking place in the learning process, dramatically stimulated by the computer age, is laying to rest traditional concepts of the local library function. As a result, the library system of the future will have a greater potential for broadening and enriching community life.

Newport Beach, with above average intellectual and material resources, has every reason to be at the forefront in availing itself of these exciting new opportunities.

To take full advantage of these potentials, future planning should be guided by the broadest concept of libraries as community information, communication, cultural and recreational centers, aided and stimulated by the best of resourceful personnel and scientific advances.

Further, in order to obtain these benefits at a realistic economic level, it is increasingly important to find new opportunities for sharing of library resources on a local and regional basis as well as finding alternative methods of financing.

Present planning and personnel policies should be broadened to fully recognize these expanding and rapidly changing opportunities for the future.
city services

The range and level of municipal services provided should insure a safe, clean, and attractive environment which reflects the quality and resources of the community. These services should be responsive to the changing needs of the citizens and be supported by adequate capital improvement and maintenance programs, by acquisition of modern and effective equipment, and by utilization of advanced methods and techniques. The costs of such service, where possible and appropriate, should be equitably distributed and assessed to the user or beneficiaries of such services.

The City should operate such services only so long as it can be demonstrated that it can do so more efficiently than can available commercial services of a similar nature.

park and recreational facilities

Parks and recreational facilities provide a much needed visual and emotional relief from the congestion of urban surroundings. Although the City of Newport Beach is fortunate to have an abundance of water oriented recreational facilities, the City should recognize the need for providing conveniently located parks and other recreational facilities with the physical improvements needed to make them genuinely usable by the public.

In addition to the standard types of parks, there is a special need for bluff-top view parks which will preserve the relationship of the community with the marine environment.

Emphasis should be placed on cooperation with school authorities and other governmental agencies for joint development and public use of recreational facilities.

city-owned land

City-owned land, with special emphasis on bay front property, should be developed to provide for maximum public use and enjoyment. Such land should not be used to finance the costs of local government except in instances where the nature of existing improvements or term of lease commitment make public use impractical alternative.

Recognizing this objective, a master plan of city-owned property should be developed making provision for the following:

1. Land needs for the various services to be provided by the city including: police, fire, administration, maintenance, parks, beach and bay front recreation, libraries, etc.

2. Analysis of each parcel of city-owned land as to its best potential use in light of overall city needs, present and future.

Such planning should relate the various city land needs to one another and to the existing inventory of available property. This then will provide a foundation for the development or conversion of all lands to their ultimate best public uses within the framework of realistic financial priorities.

As the program proceeds, planning for timely acquisitions can be made (including adjoining properties). Conversely in instances where land is not needed due to location, size or other factors, it can be traded for more desirable property or as a last alternative, sold as surplus for the public benefit. The proceeds of such sales should be used solely for the financing of capital assets and should not be used to aid in the financing of the City’s continuing maintenance and operation needs.
I. introduction

Townscape refers to the character and appearance of a city—in short, the city's image. The basic objective is to produce an environment in which the citizen can identify and relate not only to the total city but to the various parts—the individual neighborhoods and communities—that form the nucleus of a city.

Newport Beach has many unique and admirable assets. Its physical location with its unparalleled recreational facilities, its outstanding residential neighborhoods, its clean, tree-lined streets, its excellent schools, its many attractive and distinctive buildings and its select shopping areas, all contribute to the City's character and give it and its citizens identity.

II. goals

A. TO PRESERVE THE BEST OF THE PRESENT

1. Areas of natural beauty
   a. Retain existing open spaces, green belts and view areas.
   b. Preserve natural areas of beauty where possible.

2. Landscaped and cultivated areas
   a. Encourage homeowner associations to landscape and cooperate with City in maintenance of landscaping of arterial highway parkways.
   b. Explore methods for City to participate in (a) above.
   c. Develop standards for good freeway landscaping within City limits and invite State cooperation in meeting such standards.

3. Litter control
   a. Initiate a program of education in schools.
   b. Develop a program of adult education.
   c. Enforce existing litter laws and penalties.
   d. Weigh adequacies of existing laws and fines toward end of possible revision.

4. Control offenses to sight, sound and smell
   a. Review and revise, where necessary, the existing sign ordinances with the objective of providing reasonable limitations on the size, height and illumination of signs, and requiring that existing signs be brought into conformance with established standards.
   b. Establish decibel limits on sounds which constitute a public nuisance. These would include automotive, industrial and air traffic noises, live and recorded music, etc.
   c. Prohibit any offshore oil drilling or new drilling within the City.
   d. Pursue controls to eliminate debris and pollution in the bay.

5. Establish policies for preserving and protecting buildings that have historical and aesthetic value, where feasible.
B. PLANNING THE BEST FOR THE FUTURE

1. Immediate goals
   a. Design criteria for future civic buildings to be established by qualified parties.
   b. Study inter-relationship of cultural facilities for mutual convenience and aesthetic appeal.
   c. Freeways and other roads should perceptually enrich, not divide areas of the City.
   d. City shall cooperate with the State to insure that freeway structures, including the Upper Bay Bridge, have aesthetic values.
   e. Require sidewalks or walkways in future developments; install sidewalks in existing areas which now lack them, subject to approval of adjacent property owners.
   f. Install adequate street lighting in all areas of Newport Beach for reasons of safety and crime prevention.
   g. Implement plans for bicycle trails.
   h. Develop master plan for permanent public access to beaches and tidelands.

2. Scenic goals
   a. Provide view parks and lookout points around the ocean front and the upper and lower bays.
   b. Establish architectural controls on new construction in view situations.

3. Land use goals
   a. Upgrade small segments of public land by creating mini-parks where desirable and feasible.
   b. See Harbor Goals Study Group report, Goal 1. The Townscape Study Group heartily endorses this goal.
   c. Erosion studies and recreation plans for the ocean front should be integrated into a broad study.
   d. Every effort should be made to undergrounding all utilities as soon as possible.
   e. Develop standard City entrance structures and design.
   f. Emphasize liaison between City and Irvine Company for future City development.
   g. Stimulate public pride in maintenance of streets, alleys, parks and beaches.

III. conclusion and implementation

A. Recommend the Formulation of a continuing qualified body, with some quasi-legislative status, to be determined by the Council. Such body or committee to review, from time to time, and to perpetuate recommendations outlined above, as well as those pertinent recommendations projected by previous City-affiliated committees.

Alternatives
   a. A strengthened Fine Arts Committee with quasi-legislative status to be determined by Council or Charter action.
   b. A special qualified committee to be appointed by the Planning Commission and to serve under the Planning Commission’s direction.
   c. An involved citizens’ committee, such as might be drawn from Newport Tomorrow, to work under the direction of the Council and to initiate action where the need is indicated.

B. Improve channels for dissemination of City planning information to the public.
transportation goals

introduction

The need for flexibility must be recognized in the development of long-range goals, if they are to remain meaningful. The goals described here offer such flexibility. Those who may subsequently consider them are urged to exercise their judgment in keeping with our rapidly changing environment, in considering our future, the following assumptions provided the basis for the definition of goals:

1. The present character of the community will be perpetuated, in keeping with the desires expressed by the residents (i.e. predominance of single-family and low-density multiple residence, not high-rise). Such control of development is possible.
2. Preservation of natural coastline, with some further development and improvement of beach areas, will be emphasized.
3. The primary means of transportation for residents and visitor will continue to be some variation of the private automobile as we know it.
4. In spite of many residents’ preference, an inevitable increase in tourism will occur due to development of areas beyond City control.
5. The existing trend toward year round residency as opposed to short term and summer occupancy will continue throughout our community.

1. vehicular traffic

recreational areas

The movement and storage of vehicles belonging to users of beach and recreation areas presents the most serious transportation problem to our City.

A. The principle of conserving prime beach areas for use of the general public implies that creation of recreational parking by paving more of the sand beaches is not a satisfactory solution to the storage problem. There should be no more public beach area used for automobile parking.
B. The parking problem should be alleviated by construction of large parking facilities away from the recreation areas and near major highways, along with the provision of an efficient means for transporting people to the popular recreation areas. To make the system work, it must be coupled with restrictions of curbside parking in the recreation areas or perhaps the more stringent step of prohibiting private vehicular access to certain areas on a seasonal basis.
C. Barring drastic changes in the present land use projections, restriction of access will preclude the need for additional streets on the Balboa Peninsula. If land use or population densities increase to the point that non-recreational traffic causes traffic restrictions, additional lanes must be added to the present street system.

2. vehicular traffic

internal and inter-community circulation.

A. Develop inter-City street continuity, particularly east-west connections, in cooperation with our neighbor Costa Mesa. Final determinations should derive from detailed studies of travel patterns based on specific land use projections and freeway locations.
B. Develop a balanced street and highway network to meet operating standards as follows

<table>
<thead>
<tr>
<th>Type of Street</th>
<th>Peak:</th>
<th>Off-Peak:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freeway</td>
<td>35</td>
<td>50 - 60</td>
</tr>
<tr>
<td>Major Artery (divided)</td>
<td>30</td>
<td>35 - 45</td>
</tr>
<tr>
<td>Major Artery (undivided)</td>
<td>30</td>
<td>30 - 40</td>
</tr>
<tr>
<td>Collector</td>
<td>25</td>
<td>25 - 30</td>
</tr>
<tr>
<td>Local — (business, industrial, residential)</td>
<td>20</td>
<td>20 - 25</td>
</tr>
</tbody>
</table>

The adoption of these standards will provide a useful guide for designing new streets and a method of evaluation for reconstruction of existing streets as changes occur throughout older areas of the community.
C. After the ultimate resolution of the Upper Bay development, consideration should be given to construction of a low silhouette bridge, compatible with that development, approximately half-way between Pacific Coast Highway and Palisades Road, to facilitate east-west traffic flow.
D. The March, 1968 Wilbur Smith and Associates Traffic Planning, Parking and Operations Study provided the City with a basic traffic model capable of assisting in the solution of a variety of traffic problems by receiving varying inputs based on varied projections of future conditions. As projections concerning our community change, the Planning and Traffic Engineering Departments should be involved in re-running the model with updated input.
E. The City should establish and enforce requirements for vehicle storage, with Municipal Code revised to reflect the different needs of various types of commercial enterprise and different residential densities. Without firm City control, commercial area blight situations will continue to develop, not only to the detriment of the business community, but also to nearby residential areas and, ultimately, the entire community.
F. Work with the State toward acquisition of air rights over and under freeways for parking and possible future helicopter or vertical and short take-off landing aircraft operation if compatible with surrounding areas.
3. vehicular traffic — freeways.

Early resolution of local east-west freeway routing will benefit the entire community by permitting completion of the local area freeway network. High construction schedule priorities should be encouraged for all routes in our City. Active cooperation with the Division of Highways to assure optimum operational design and maximum aesthetic treatment should continue to be a major assignment of the City Staff.

4. public transportation.

The City should, on a trial basis, provide public transportation during the summer season connecting residential areas with beach and recreation areas. Evaluation on an annual basis should be made to determine whether such service should be extended to answer year-round community needs.

5. air transportation.

A. Present and long-range development of our community is incompatible with aircraft noise and pollutant levels resulting from current operation of Orange County Airport. Further, the airport facility is incapable of meeting even present County needs. Every possible effort should be made by the City to spur the County of Orange to action in obtaining a regional airport site capable of meeting present and future needs of the County.

B. As soon as possible, commercial jet traffic should be moved out of the existing Orange County Airport. Maximum levels of noise and pollutant emissions, compatible with the nature of our community, should be established and further operations at the existing Orange County Airport facility be limited to operations below those maximums.

C. Control should be maintained over helicopter, VTOL and STOL craft flight paths and landing operations within the City, channeling routes away from private residential areas. Criteria for acceptable noise levels should be established and equipment not meeting the criteria should not be permitted to operate within the City. The number of landing pads permitted should be severely limited, and the City should consider the advisability of providing a single facility, centrally located, where adjacent land use is not incompatible with its operation.
epilogue

The time to plan for the growth and development of a community is in advance of its happening. Man differs from other forms of life in that he has the ability to perceive the future and strive for unseen horizons. Unlike the other forms of life, man is not content to react to events as they occur, but rather, through discipline and imagination seeks to influence events toward the attainment of meaningful ends.

Man, in other words, has a concept of the future and knows that today's dreams can be tomorrow's reality.

In the months and years that lie ahead the City Council, the Planning Commission, other Boards and Commissions and the city staff will be applying all their technical know how to an examination of city planning proposals and the degree to which they satisfy the stated community goals. With such a sound foundation for making decisions, the City of Newport Beach will take a great stride forward in insuring that today's dreams do indeed become tomorrow's reality.

where do we go from here?
"We must strive unceasingly to quicken the public sense of public duty and responsibility and in so doing we will transmit this city not less, but greater, better and more beautiful than it was transmitted to us."

Athenian Oath
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